



6 TIPS TO MAKE YOUR FACEBOOK PAGE MORE SUCCESSFUL

1

Tell Everyone What You do

It might sound obvious but check that you have a clear description of what you offer and how you can make your customers lives better with your products/services. Your posts should regularly reflect what you do & why you're an expert in your field.

2

Use Great Images

Use clear, focused images that depict your products and your brand. If you're going to use photos make sure you have permission to use them. If you're looking for free stock images try www.pixabay.com and www.unsplash.com Don't use images that are blurred or have watermarks across them.

3

What Are Your Special Offers?

Do you have a special offer, a great sale or an exclusive event? Make sure you tell everyone about it and how they can get the most from your money saving offers/event. Publish your event so that followers can easily join you & find out more about where you'll be.

4

Ditch The Jargon

Ensure that you write clearly and in a friendly tone. Don't overcomplicate things and don't use jargon. If you find it tricky to know what and how to write, hire a social media agency to do it for you.

5

Create A Social Media Strategy

Use a calendar to schedule all the content that you need to include in your social media posts. Include news items, how to's, blog posts, images, events etc. so that you can prepare everything in advance.

6

Be Enthusiastic & Positive

Make sure that your followers are greeted with positivity and plenty of opportunities to discover how your products & services will help them. Don't respond negatively to comments and remain professional at all times.



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